

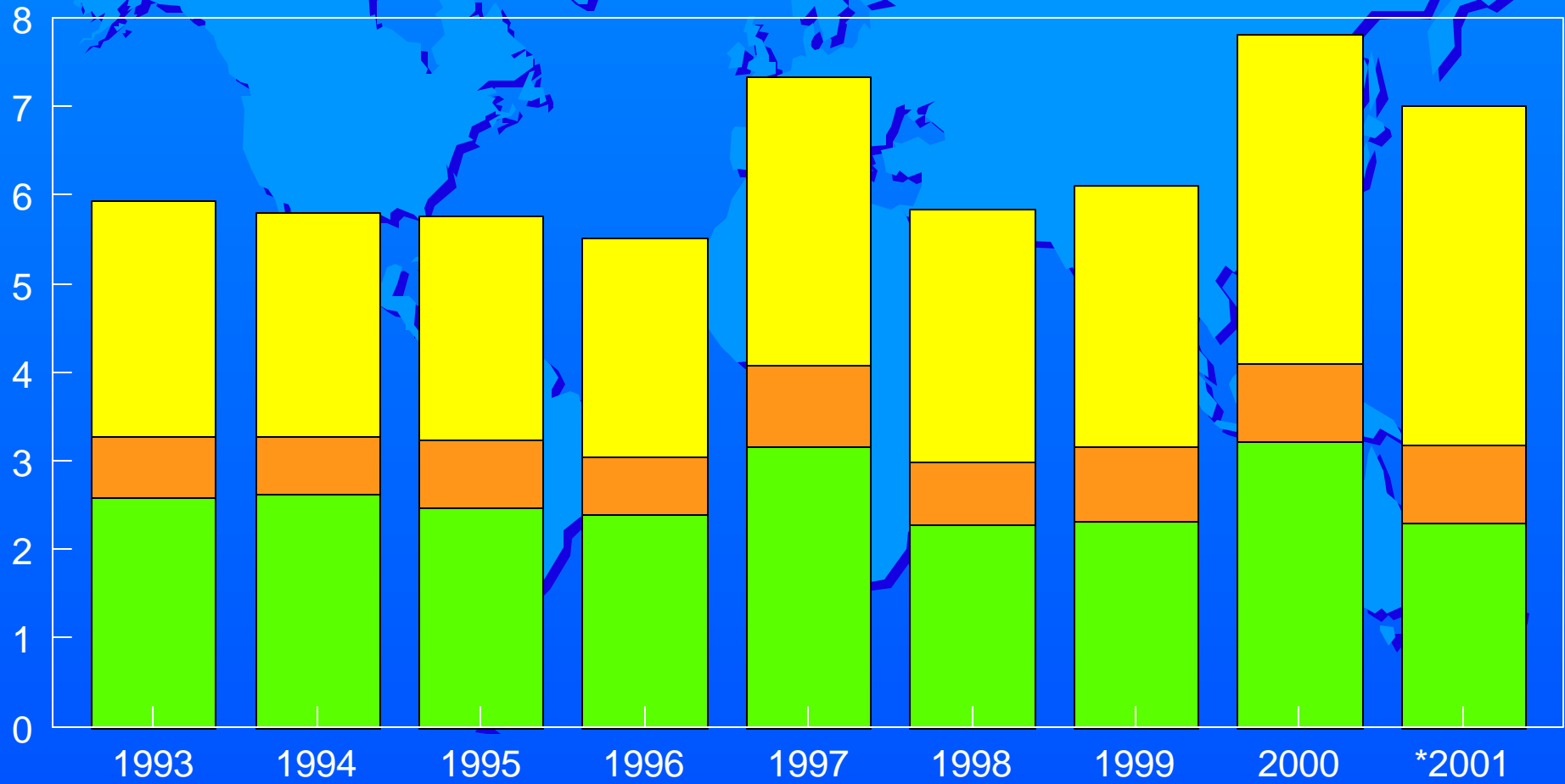
Wine Situation & Outlook



Heather Page
USDA/Foreign Agricultural Service
Horticultural and Tropical Products Division
July 2001

California Grape Production

(Million Metric Tons)

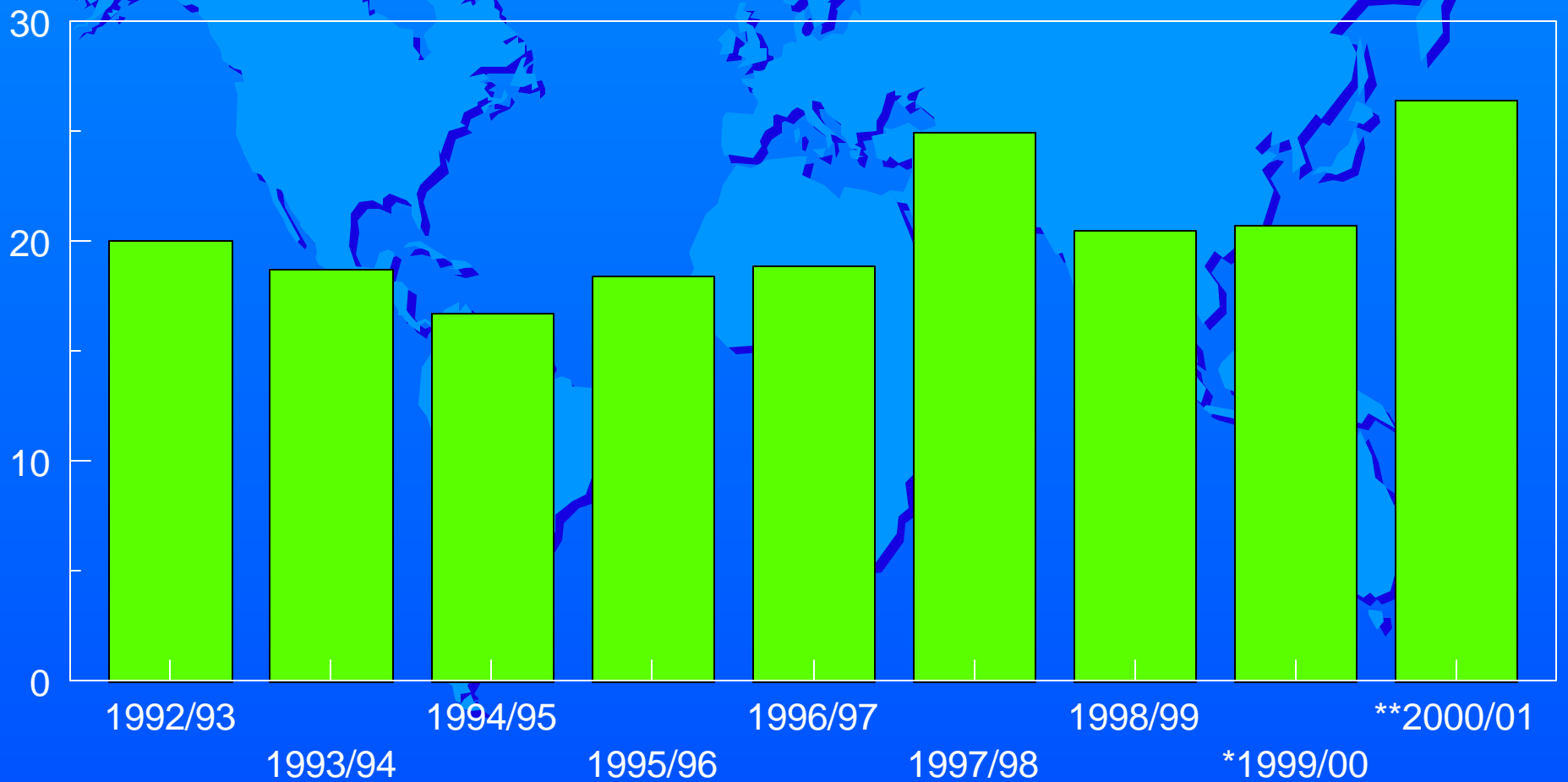


■ Raisin Grapes ■ Table Grapes ■ Wine Grapes

***Forecast**

U.S. Domestic Wine Production

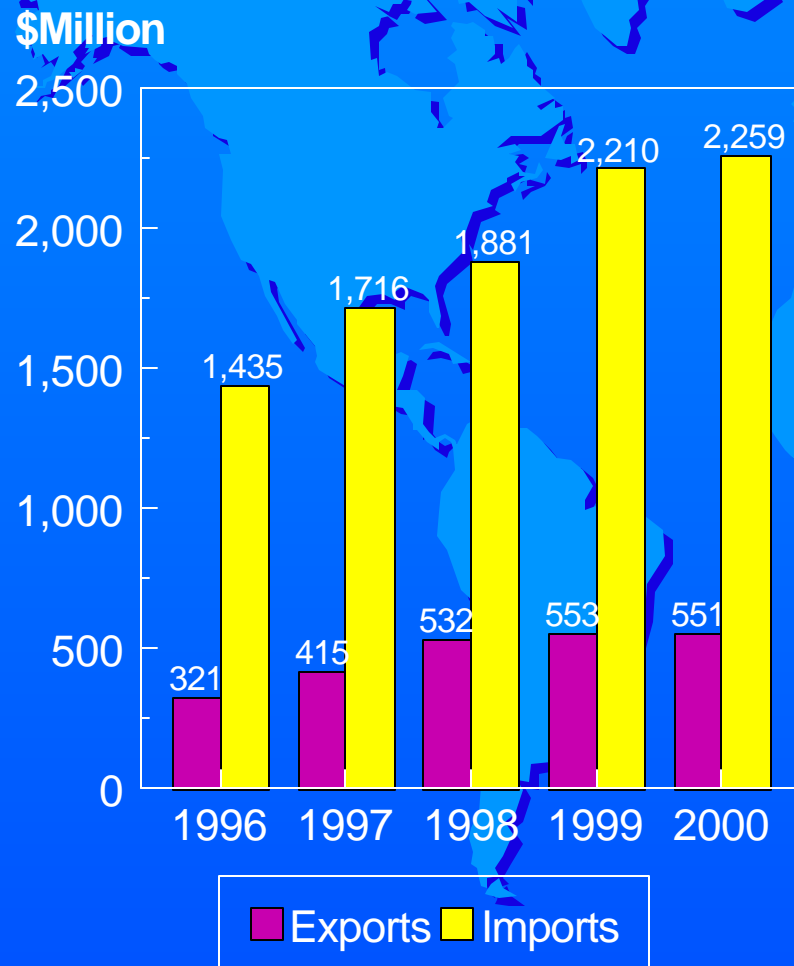
(Million Hectoliters)



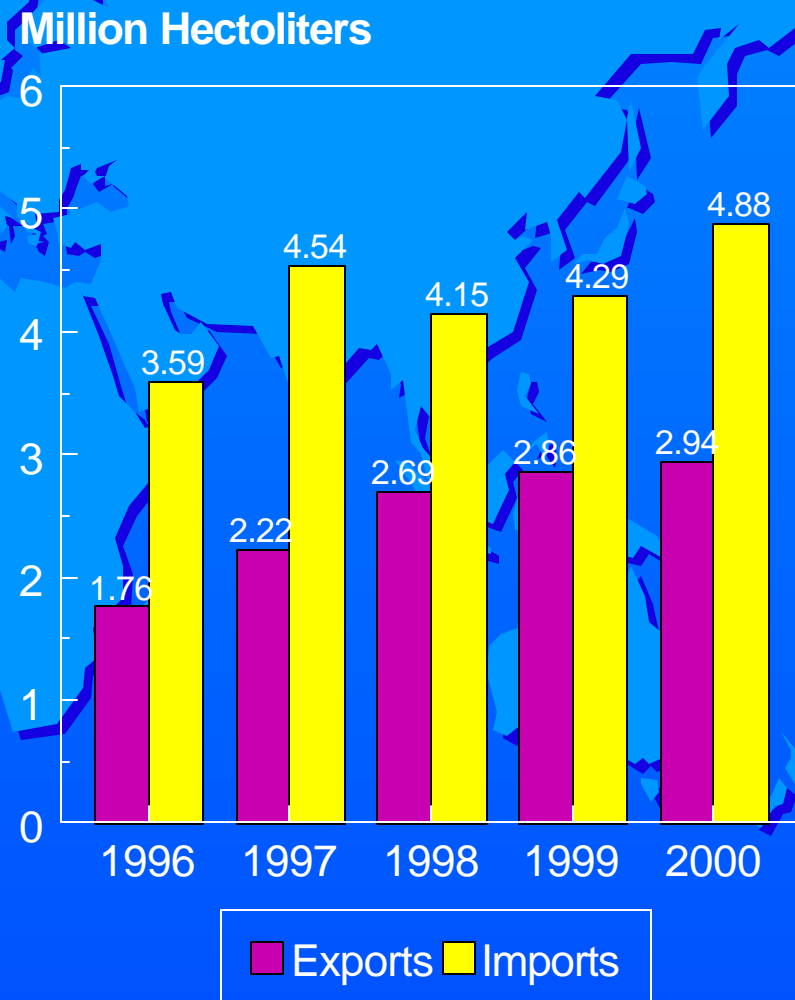
■ Production

*Estimate **Forecast

The U.S. Remains a Net Importer

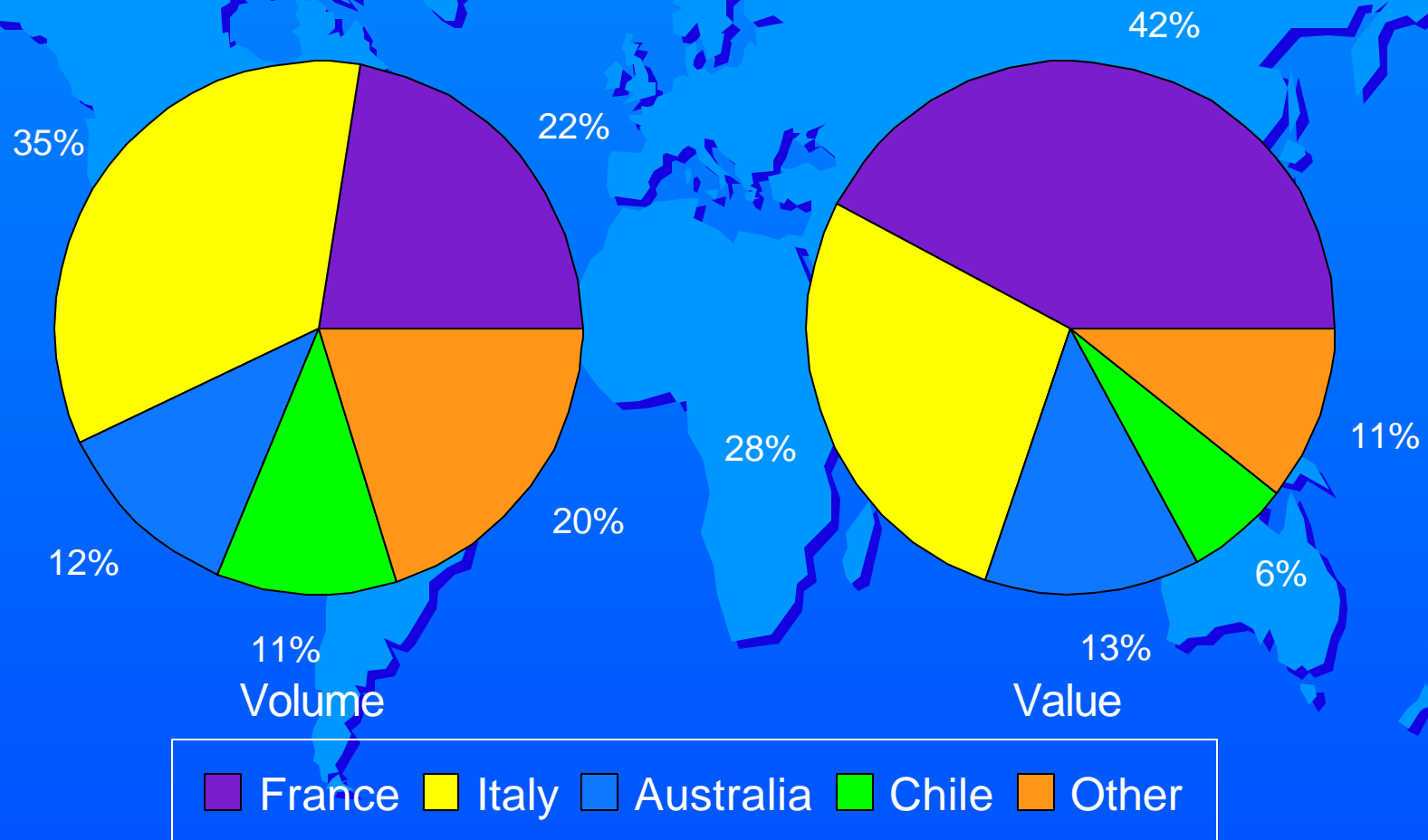


Source: U.S. Department of Commerce, Bureau of the Census.



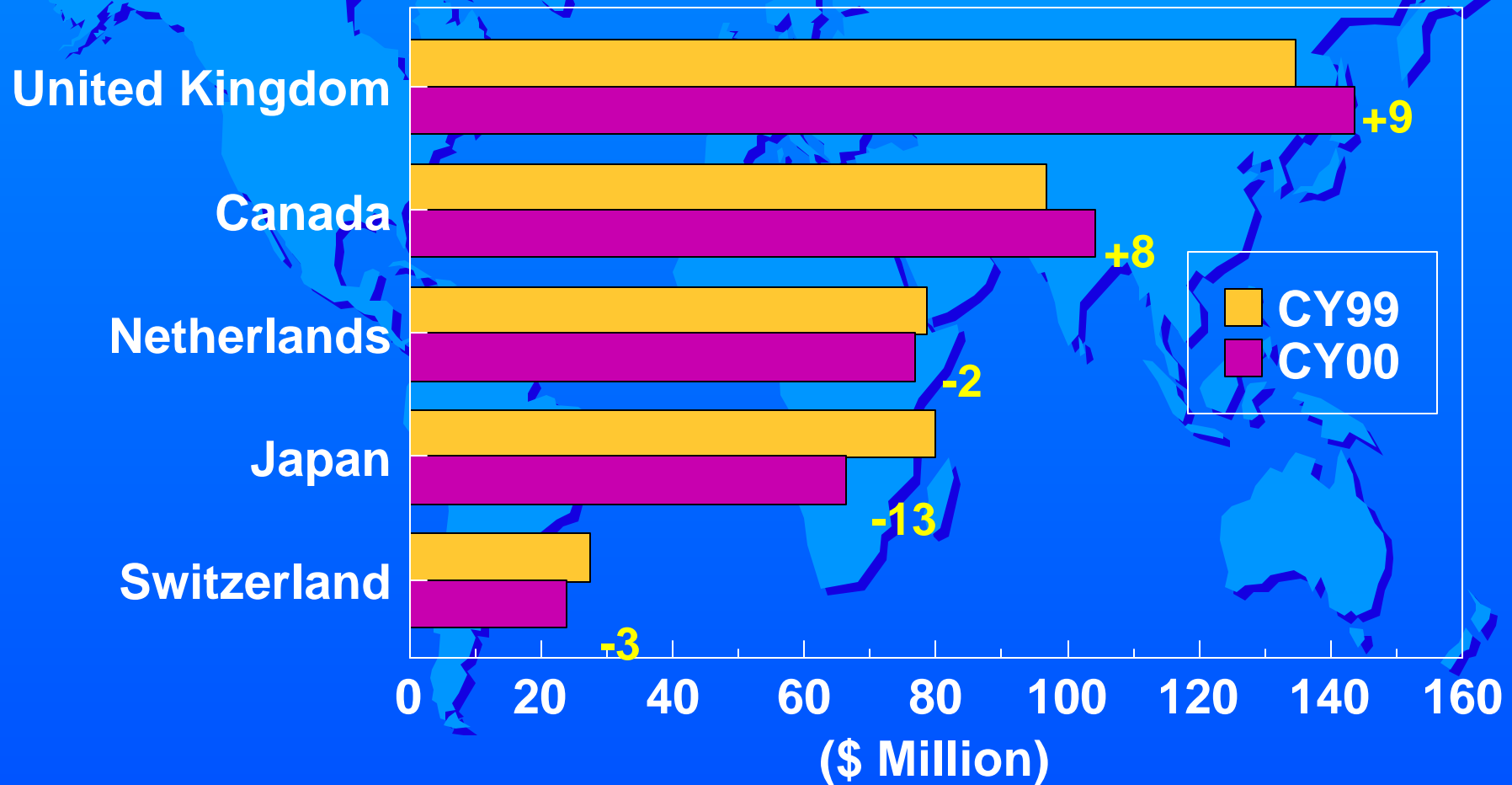
Major U.S. Wine Suppliers

(Calendar Year 2000 Includes top 15)



Source: U.S. Department of Commerce, Bureau of the Census.

Top 2 U.S. Wine Export Markets Reported Steady Growth in 2000

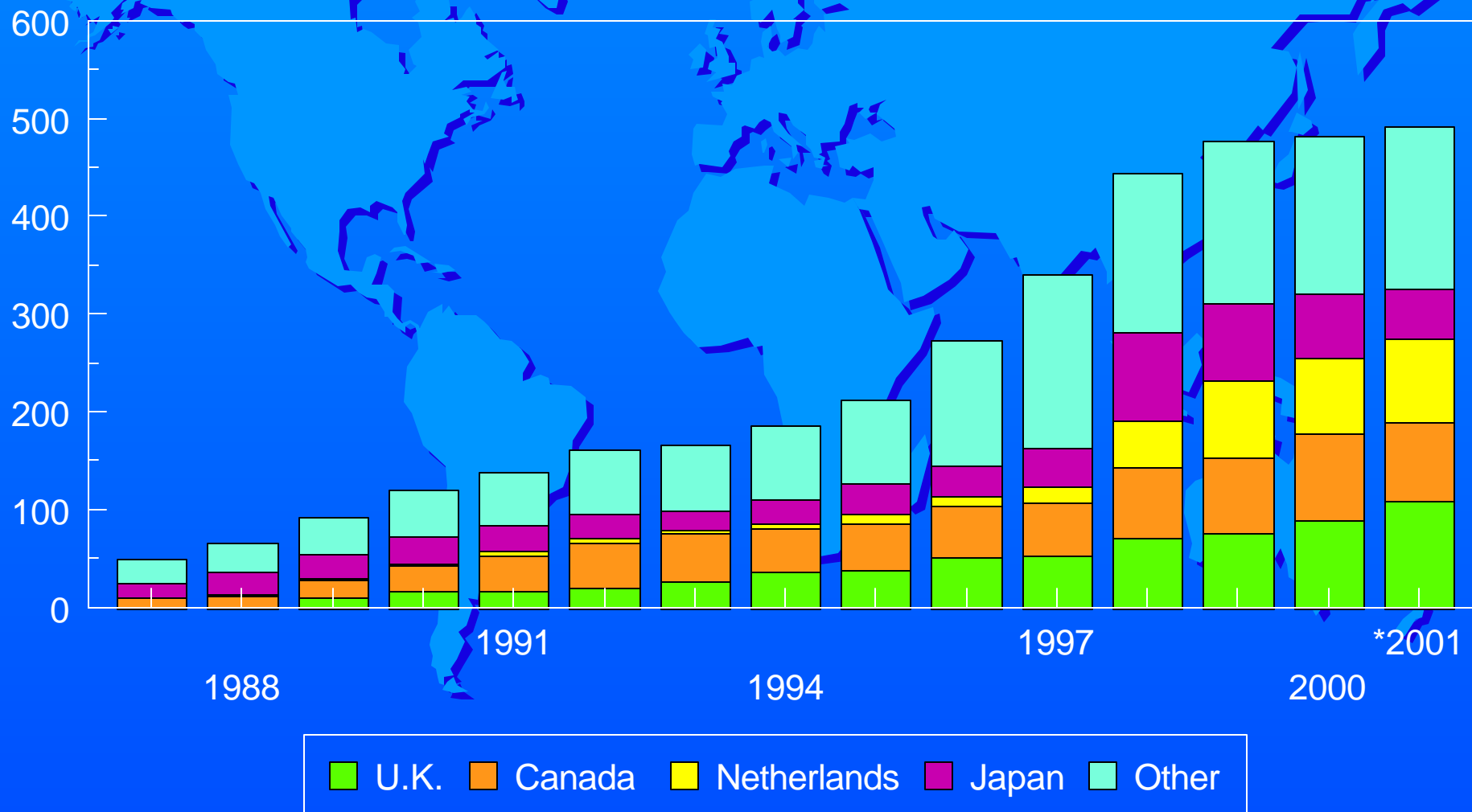


Source: U.S. Department of Commerce, Bureau of the Census.

U.S. Wine Exports

(Calendar year)

(\$ Million)



Source: U.S. Department of Commerce, Bureau of the Census.

* **Forecast**

The New World Wine Producers

Canada

September 2001

OIV

United States

Chile

South Africa

Argentina

Australia

New Zealand



Program Allocations

- New York Wine & Grape Foundation: \$163,143
- Northwest Wine Coalition: \$341,089
- Wine Institute: \$3,355,167
- WUSATA
- SUSTA
- MIATCO
- Food Export USA

Wine in Summary

- The Wine Industry has been experiencing some terrific export growth but increased efforts will be required to maintain market share.
- The strong dollar combined with a growing world supply is causing increased competition.